



40 Rector St 16th floor, New York, NY 10006 \* (212) 679-6800

## Backgrounder

### FOR IMMEDIATE RELEASE

October 16, 2018

### FOR MORE INFORMATION

Eric Baker  
Public Relations Director  
(913) 626-8081  
[ecbaker@msf.org](mailto:ecbaker@msf.org)

## Medecins Sans Frontieres Teams Up with Tough Mudder for “Mudders Without Borders”

### The Who

[Medecins Sans Frontieres/Doctors Without Borders \(MSF\)](#) is an international NGO whose mission is to provide medical assistance to people affected by conflict, epidemics, disasters, or exclusion from healthcare. The organization was founded in Paris in 1971 by doctors and journalists. Today, the group has a network of over 420,000 employees, partners, and volunteers who work to alleviate populations in need, irrespective of race, religion, creed or political convictions. The organization’s [American branch](#) is based out of New York City.

[Tough Mudder](#) is an international obstacle course race founded in 2010 by Will Dean and Guy Livingston. The first Tough Mudder was on May 2, 2010 at the Bear Creek Ski Resort near Allentown, PA and had 4,500 participants. Today, the race is run on three continents and pulls in over a million competitors each year. In addition to Mudders Without Borders,” Tough Mudder works closely with [Team Rubicon](#), the only nonprofit disaster response organization that mobilizes military veterans to support communities devastated by natural disasters.

Trevor Noah is host of [The Daily Show with Trevor Noah](#) on Comedy Central. Noah is an international comedy star hailing from South Africa who has performed all over the world. In 2016, Noah published his first book, [Born a Crime: Stories from a South African Childhood](#) that went on to be a #1 *New York Times* bestseller. Noah also founded the [Trevor Noah Foundation](#) to help orphaned and vulnerable children in South Africa.

### The What

Mudders Without Borders is a 10 km race with twelve obstacles meant to replicate challenges many populations face all over the world including access to clean water, preparing for and rebuilding after natural disaster, and living in an active war zone. The race will take place on March 30, 2019 in [Prospect Park in Brooklyn, New York](#) and be followed by lunch, celebratory drinks, a Learning Village, and a comedy show headlined by Mr. Noah. The starting line will be at Machante Circle, wind through the park, and conclude at Grand Army Plaza. March 30 is

National Doctors' Day in the United States, an opportunity to celebrate the profound work healthcare providers contribute all over the world. The Learning Village will feature interactive booths manned by MSF volunteers, doctors, refugees, and more to give competitors greater background on the obstacles they just overcame and many of the calamities faced regularly in less affluent parts of the world.

Competitors may register online at [www.msf.org/mudderswithoutborders](http://www.msf.org/mudderswithoutborders). Early-bird registration is \$150 while regular registration is \$200. All proceeds will go towards MSF's missions around the world. Registration and check-in will begin at 7:30 a.m. while the race will begin at 9:00 a.m. Mr. Noah's performance will begin at approximately 4:30 p.m. All festivities are expected to conclude by 6:00 p.m.

### **The Why**

Mudders Without Borders' goal is to increase awareness, advocacy, and funds for MSF's missions around the world. All proceeds raised from the event will go to MSF, helping to continue its critical work. Further, it is MSF and Tough Mudder's intent to promote knowledge of and empathy for populations who endure similar challenges day in day out. Though the event should be fun for all competitors, fostering teamwork and grit, it is the hope of MSF and Tough Mudder that competitors will walk away with a deeper knowledge and understanding of afflictions they are able to contribute relief towards. Through an event like Mudders Without Borders, MSF and Tough Mudder are able to collaborate on an issue both organizations already commit considerable resources toward either through direct missions or contributions to other natural disaster relief organizations.

###